

The Reporting Dilemma Solved

With Increased Regulations and Growing Competition Can Technology Help Close The Gap?

Faced with increased regulations, demanding clients and intense competition, financial executives are turning to technology to help them keep pace with ever growing requirements to report activities and monitor and enhance performance.

To meet this need, JPMorgan Worldwide Securities Services conducted extensive research with its clients—some of the largest and most influential banks, money management firms, insurance companies and pension funds in the world—to discuss technological innovations that would give them the best competitive edge.

“As part of our ongoing commitment to help clients be more successful, we wanted to hear first hand what would make a real difference to their businesses. They told us they want a powerful, advanced system for reporting custody, fund accounting, securities lending and for monitoring compliance and performance. And they want a system that is comprehensive, easy to use, has real-time information with reports that are fully customizable,” said Mary Baker Balady, Global head of Custody at JPMorgan WSS.

Executives say they want a single system that provides easy access to, and integrates data across multiple disciplines. They want to be able to look at a full history of millions of issues and multiple public indices. Ideally, the same system would support the creation of client-customizable investment ledger and cash forecasting reporting, and provide a link to performance measurement.

In response to this growing demand, JPMorgan Worldwide Securities Services is in the process of rolling out multiple phases of JPMorgan VIEWS, its advanced investment reporting system, available via the JPMorgan

ACCESSsm portal. The VIEWS platform enables clients to integrate external market data with JPMorgan’s extensive databases to develop sophisticated long range cash forecasts over an unlimited timeline.

“Executives indicated that they are looking for superior technology, combined with a performance measurement and analytics reporting system. The VIEWS tool helps our clients achieve greater efficiencies when dealing with their own clients,” Baker Balady said.

JPMorgan VIEWS also saves time by providing the critical high quality of reporting needed to present directly to directors.

“JPMorgan VIEWS features advanced multi-tiered technology that allows extensive customization of client reporting, including more extensive risk calculations, broader

performance and attribution calculations. In addition to the technology, executives also gain the benefit of having some of the most knowledgeable financial professionals in the global marketplace help interpret and analyze their data,” added Baker Balady.

The Performance Measurement system provides extensive analytics and risk models including Atlas, Axiom, BARRA, BlackRock, Bloomberg, Compass, Risk Metrics and Zephyr, as well as proprietary attribution and universe tools. It is supported by a large team of professionals with extensive plan sponsor and portfolio management experience.

JPMorgan Worldwide Securities Services understands the rapidly changing regulatory environment and has developed its suite of intelligent reporting tools to provide financial executives with improved real-time access to highly accurate data. ■



Mary Baker Balady, Global head of Custody